CLAIMS

That which is claimed:

1.   A method, comprising:

receiving a search query;

identifying a plurality of item identifiers responsive to the search query;

identifying a first group of items from the plurality of item identifiers, wherein

the first group of item identifiers was obtained by a first method;

identifying a second group of items from the plurality of item identifiers,

wherein the second group of item identifiers was obtained by a second method; and

causing the output of all or a plurality of the item identifiers, comprising

providing a cue to distinguish between the item identifiers from the first group and the

item identifiers from the second group.

2.   The method of claim 1, wherein the first method comprises receiving item

information from vendor feeds.

3.   The method of claim 1, wherein the second method comprises extraction of

item identifiers and associated attributes from shopping documents.

4.   The method of claim 3, where the extraction is performed at least in part by a template-based extraction method.

5.   The method of claim 3, wherein the extraction is based at least in part on the search query.

6.   The method of claim 1, wherein the first method comprises vendor feeds and the second method comprises extraction of item identifiers and associated attributes from shopping documents.

7.   The method of claim 1, wherein each item identifier in the first group is displayed with a visual indication making it visually distinct from the item identifiers from the second group.

8.   The method of claim 1, wherein the output of the first group of item identifiers comprises a first list and the output of the second group of item identifiers comprises a second list, wherein the first list is visually separated from the second list when displayed.

9.   The method of claim 1, wherein the output of the first group of item identifiers comprises a first grid and the output of the second group of item identifiers comprises

a second grid, wherein the first grid is visually separated from the second grid when displayed.

10.   The method of claim 1, further comprising:

identifying a third group of item identifiers from the plurality of item identifiers, wherein the third group of item identifiers was obtained by a third method; and

causing the output of all or a plurality of the item identifiers, comprising providing a cue to distinguish between the item identifiers from the third group and the item identifiers from the first group and the second group.

11.   A method, comprising:

receiving a search query for an item identifier;

identifying a plurality of item identifiers responsive to the search query;

identifying a first group of item identifiers from the plurality of item identifiers, wherein the first group of item identifiers has a first degree of certainty;

identifying a second group of item identifiers from the plurality of item identifiers, wherein the second group of the item identifiers has a second degree of certainty; and

causing the output of all or a plurality of the item identifiers, comprising

providing a cue to distinguish between the item identifiers from the first group and the

item identifiers from the second group.

12. The method of claim 11, wherein the first and second degree of certainty are

based at least in part on the method of obtaining the item identifiers.

13. The method of claim 12, wherein the method of obtaining the item identifiers

in the first group comprises vendor feeds.

14. The method of claim 12, wherein the method of obtaining the item identifiers

in the second group comprises extraction of item identifiers and associated attributes

from shopping documents.

15. A computer-readable medium containing program code, comprising:

program code for receiving a search query;

program code for identifying a plurality of item identifiers responsive to the

search query;

program code for identifying a first group of items from the plurality of item

identifiers, wherein the first group of item identifiers was obtained by a first method;

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program code for identifying a second group of items from the plurality of item identifiers, wherein the second group of item identifiers was obtained by a second method; and

program code for causing the output of all or a plurality of the item identifiers, comprising providing a cue to distinguish between the item identifiers from the first group and the item identifiers from the second group.

16. The computer-readable medium of claim 15, wherein the first method comprises receiving item information from vendor feeds.

17. The computer-readable medium of claim 15, wherein the first method comprises extraction of item identifiers and associated attributes from shopping documents.

18. The computer-readable medium of claim 17, where the extraction is performed at least in part by a template-based extraction method.

19. The computer-readable medium of claim 17, wherein the extraction is based at least in part on the search query.

20. The computer-readable medium of claim 15, wherein the first method comprises vendor feeds and the second method comprises extraction of item identifiers and associated attributes from shopping documents.

21. The computer-readable medium of claim 15, wherein each item identifier in the first group is displayed with a visual indication making it visually distinct from the item identifiers from the second group.

22. The computer-readable medium of claim 15, wherein the output of the first group of item identifiers comprises a first list and the output of the second group of item identifiers comprises a second list, wherein the first list is visually separated from the second list when displayed.

23. The computer-readable medium of claim 15, wherein the output of the first group of item identifiers comprises a first grid and the output of the second group of item identifiers comprises a second grid, wherein the first grid is visually separated from the second grid when displayed.

24.   The computer-readable medium of claim 15, further comprising:

program code for identifying a third group of item identifiers from the plurality of item identifiers, wherein the third group of item identifiers was obtained by a third method; and

program code for causing the output of all or a plurality of the item identifiers, comprising providing a cue to distinguish between the item identifiers from the third group and the item identifiers from the first group and the second group.

25.   A computer-readable medium containing program code, comprising:

program code for receiving a search query for an item identifier;

program code for identifying a plurality of item identifiers responsive to the search query;

program code for identifying a first group of item identifiers from the plurality of item identifiers, wherein the first group of item identifiers has a first degree of certainty;

program code for identifying a second group of item identifiers from the plurality of item identifiers, wherein the second group of the item identifiers has a second degree of certainty; and

program code for causing the output of all or a plurality of the item identifiers, comprising providing a cue to distinguish between the item identifiers from the first group and the item identifiers from the second group.

26.   The computer-readable medium of claim 25, wherein the first and second degree of certainty are based at least in part on the method of obtaining the item identifiers.

27.   The computer-readable medium of claim 26, wherein the method of obtaining the item identifiers in the first group comprises vendor feeds.

28.   The computer-readable medium of claim 26, wherein the method of obtaining the item identifiers in the second group comprises extraction of item identifiers and associated attributes from shopping documents.

29.   A method, comprising:

receiving a search query;

identifying a plurality of item identifiers responsive to the search query;

identifying a first group of item identifiers from the plurality of item identifiers, wherein the first group of item identifiers was obtained by vendor feeds;

identifying a second group of item identifiers from the plurality of item identifiers, wherein the second group of item identifiers was obtained by extraction of item identifiers and associated attributes from shopping documents; and

causing the display of all or a plurality of the item identifiers, wherein item identifiers from the first group of item identifiers are visually distinct from other item identifiers displayed.